

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

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July 28, 1997

RJR Account #375878

P. Cox  
McLANE-NORTHEAST

## SEPTEMBER WINSTON BUY 2 PACKS GET 2 FREE LIGHTERS / #700649

Dear Paul:

We have placed *Winston* orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. **1200** SKUs of Winston B2G2F Lighter Sleeves / Displays (item #527552) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Styles</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>20</u>
12300-11906	Light Box	6M	<u>40</u>
12300-11012	Full Flavor	12M	<u>20</u>
12300-11212	FF Box	12M	<u>20</u>

### Product PO # ER1959-01

All additional pertinent promotional information is listed below:

<u>Product Arrival @ McLane NE:</u>	<u>August 11, 1997</u>
<u>Premium Arrival (@ Consolidated):</u>	<u>August 14, 1997</u>
<u>Ship Date to Retail:</u>	<u>September 2, 1997</u>
<u>Lighters (Item #527552)</u>	
<u>SKU CUBE:</u>	<u>1.7150</u>
<u>SKU WT (w/o Product):</u>	<u>6.6200 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>
<u>Billing per Sku:</u>	<u>4 Full Price Cartons</u>
<u>Product \$ Amount:</u>	<u>\$57,251.46</u>

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2G2F Winston Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives 2 free Winston Lighters.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

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-2-  
B2GFP

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,240.00 (80 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator

*/jc*

cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

Enc: Wholesaler Packing Instructions  
Winston Lighter Flyer  
Retail Customer List

ROUs: 1110 / 1210 / 1310 / 1710  
Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

Note to RJR Manager:  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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